

New Media Marketing Course Outline

Date of Training – Monday, June 29th 2009, 9:30am – 5pm

Location – Support Center, 305 Seventh Avenue (@27th Street) 11th Floor

Educational Objective – Train marketers to understand and use new media effectively including online advertising, web video, TiVo, blogs, podcasts, social networks, buzz networks, viral games and in-game advertising.

Part One – The New Digital World:

1. Why We Should Care About New Media
 - a. Demographic shifts in the US population
 - b. Rising cost of network TV advertising
 - c. Changes in broadband penetration and Internet Usage
 - d. Increase in consumer use of Internet for travel, research, etc.
 - e. Dispersion of consumer media consumption
2. What are the New Media?
3. What Important Developments in the last 24 months should I know about?
4. How has Video Transformed the Web?

Part Two – The Rise of Influence-Based Marketing:

5. The Changing Role of PR –
 - a. From Press Release to Planted Story
 - b. From Company Website to Corporate Online Lurkers
 - c. From Event Marketing to Community Infiltration
 - d. What make Richard Edelman apologize
 - e. The coming ethics crisis
6. Buzz Versus Word of Mouth Marketing –
 - a. What is the difference?
 - b. Commercial Buzz –
 - i. For everyone – BzzAgent.com
 - ii. For moms – Vocalpoint
 - iii. For teens – Tremor, Streetwise
 - c. How does commercial buzz work?
 - d. WOMMA and the ethical debate in buzz marketing
7. Why Blogs Matter –
 - a. The mechanics of online search
 - b. How blogs influence the mainstream media
 - c. How to track blogs
 - d. How to spot a developing crisis



Part Three – Web 2.0 – Social Networks and the “Me” Revolution

8. Three Kings – Three Companies that Transformed the Web
 - a. MySpace
 - b. Facebook
 - c. YouTube
9. The Marketers Role – What can you really do with social media
10. Private Social Networks
 - a. Underemployed assets
 - b. Online connections
 - c. Co-promotion
 - d. Etc.

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Program Cost – \$399

Payment Terms – Online payment or corporate check 14 days before training

Refund and Cancellation Policy – No refund after payment, however 100% credit for future training will be issued with 72 hours notice that student will miss training.

Contact:

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